



IMAN BOOKS

Types of Publishing

Commercial Publishing: Usually the publisher assumes all publication and promotion costs and provides the author with a few author copies of the book, an advance, and a royalty (5-15%) on the retail price of the book. In a few cases the royalty is on the wholesale price. The author may buy additional copies of the book from the publisher at a discounted price. If you don't want to pay for publishing your book and don't mind releasing all of your rights, this is the route to take.

Self-Publishing: Usually the author pays all costs and gets all copies. The author also receives partial or full proceeds depending upon distribution agreements. The publisher provides services that most commercial publishers offer yet the author still retains all rights to the book and owns all books manufactured. If you want control over every aspect of your book, this is the route to take. Beware that some subsidy publishers or print on demand presses call themselves self-publishers but do not offer the same publishing services.

Cooperative Publishing: Usually the author and publisher make some investment in the costs. Most of these arrangements--though they vary in detail--provide the author with a larger number of copies and/or larger royalties than in commercial publishing. You can receive critical attention and circulation if you're interested in sharing both the risks and profits.

Subsidy Publishing/Vanity Presses: If the author has an unmarketable or noncommercial manuscript and has decided against other publishing options. The author pays part or all of the costs in advance and takes a huge risk in having no services invested in the book. High fees and no distribution are typical in these publishers/presses and the author relinquishes all rights to the book.

Print on Demand: The author pays to have the manuscript printed exactly the way it is submitted. Some companies offer additional production services (not to be confused with publishing services) but usually the manuscript goes onto the press without any professional help. The author receives some author copies (sometimes only one) but pays for all additional copies. This can save the author some money in the beginning but many lose out in the long run because most bookstores will not pick up the book due to inferior product and production.